

Records and Social Media



CATHOLIC ARCHDIOCESE OF PERTH

CAP Policy Register
Category
Approving Authority
Approval Date
Review Schedule

Information Management
CAPAC Chief Executive Officer
16 December 2020
First Review: December 2021
Next Review: December 2024

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Records and Social Media

INTRODUCTION

The Archdiocese recognises that social media can be a useful method of communication that enables online collaboration, participation and the re-use of information in the course of its ecclesiastical, canonical, parish and business activities, functions and operations. Such use of social media can and does create information that is considered to be a record owned by the Archdiocese and that needs to be managed.

Given its commitment to sound records management practices, those records of the Archdiocese created using social media must be subject to the following policy provisions.

OBJECTIVE

This policy aims to:

- Provide staff with information and guidance on the appropriate ways in which to manage records created, captured and stored using social media;
 - Advise users of the Archdiocese's social media platforms of their responsibilities with regard to records created, captured and stored;
 - Ensure that the content of social media platforms in use is managed as a corporate record;
 - Assist with protecting the reputation of the Archdiocese and its staff against adverse legal and reputational risks associated with social media; and
 - Ensure that legislative records management obligations are met.
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SCOPE

This policy applies to all staff (paid and unpaid), including contractors, consultants and volunteers associated with the Archdiocese and all Archdiocese-owned agencies, organisations and parishes belonging to the Roman Catholic Archbishop of Perth Corporation Sole (the Archdiocese), who create, capture, store and use records in the Archdiocese.

It has particular application to those staff using social media and to records created, captured and stored using social media.

All records created, captured and stored in social media must be subject to this policy.

Social media include, but are not limited to:

- Social networking sites (e.g., Facebook, LinkedIn, Twitter and Yammer);
- Blogs, including corporate and personal blogs, micro-blogging wikis, forums and discussion groups;
- Podcasting;
- Video and photo sharing websites (e.g., Flickr, Instagram, Vimeo and YouTube);
- Wikis and online collaboration sites;
- Instant messaging, including SMSs;
- Crowdsourcing;
- Geospatial tagging, including Google maps; and
- Online surveys.

POLICY STATEMENT

Overview

When using social media for ecclesiastical, canonical, parish and business activities, functions and operations, staff must keep accurate and sufficient records documenting these activities.

This information needs to be kept in a usable and accessible form for as long as it is needed.

The Archdiocese will define the capacity in which staff, contractors, consultants and volunteers may authorise or publish social media posts and messages on behalf of the Archdiocese.

The Archdiocese will develop, implement and maintain information management strategies for social media use and management from a records management perspective, based on business needs and risks.

The Archdiocese will develop, implement and maintain appropriate methods for capturing, storing and managing records created on social media. The methods will be determined by the volume of records to be captured, the type of social media or device used, and the context and content of the records involved.

Social media records must be captured into the Archdiocese's records management system or other approved business system. Content may be captured before or after it is published, in line with the Archdiocese's preferred procedures.

Records of social media are subject to the records retention and disposal schedule and must not be destroyed or disposed of without reference to that schedule and/or the Director of the Office of Information Management and Archives for final approval.

To mitigate the risk of premature disposal or destruction, it is in the best interest of the Archdiocese to retain all of its social media records that have a medium- to long-term value. Social media content that is of short-term value or ephemeral may be disposed of in accordance with the records retention and disposal schedule.

Social Media Coordinators who manage the content of the particular social media sites will be responsible for ensuring the capture of the information and records related to the ecclesiastical, canonical, parish and business activities and functions of those sites.

Records management training will include social media use. As a minimum standard, training on social media and records management will be provided to the Social Media Coordinators and those staff members who use social media in the course of their duties.

The Archdiocese will adhere to the Privacy Amendment (Private Sector) Act 2000 (Cth) and the associated Australian Privacy Principles when capturing and storing social media records.

Copyright laws must be taken into account when interacting with social media.

Responsibilities of Staff

Staff must not send or forward social media posts that contain libelous, defamatory, offensive, racist or obscene remarks.

Staff must not use language that may offend, intimidate, humiliate or embarrass another person.

Staff must not use social media to participate in any illegal or other inappropriate activities. In using social media, staff are required to respect confidentiality, privacy, legal/professional privilege and the rights of others. Staff are to ensure that the content and dissemination of emails do not jeopardise these safeguards.

Social media should not be used in a way that causes excessive strain on the Archdiocese's information technology system, including use that consumes a large amount of bandwidth.

SUPPORTING GUIDELINES

Social Media Guide for Parishes and Agencies of the Archdiocese of Perth (2020)

SUPPORTING PROCEDURES

Social Media Framework (2018)

RELATED POLICIES

Access, Use and Security Policy
Archives Management Policy
Privacy and Confidentiality Policy
Records Management Policy

RELEVANT LEGISLATION AND STANDARDS

Copyright Act 1968 (Cth)
Privacy Amendment (Private Sector) Act 2000 (Cth)
- and the associated Australian Privacy Principles

RESPONSIBLE OFFICER

Director of the Office of Information Management and Archives
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APPENDIX 1: INFORMATION PRINCIPLES

Principle	Description
1 Information is a valued Archdiocesan asset	The Archdiocese acknowledges the importance of information as a strategic organisation-wide asset. Improving the way it is managed and used should deliver significant value and business benefits.
2 Information will be managed	Information assets will be created, captured, stored, managed, protected and optimised in ways that are appropriate to their value. Robust information management will enable appropriate access and use of the assets. Information will be managed according to the information life cycle. Information governance will be applied and compliance with statutory requirements and organisational policy will be ensured.
3 Information will be trustworthy	<p>Information created by the Archdiocese will be of sufficient quality to meet the purpose/s for which it is intended. As such, information will be accurate, valid, reliable, relevant and complete. If information is sourced from outside the organisation, all reasonable care will be taken to ensure it is trustworthy.</p> <p>Information will have a single identifiable and accurate source. This will be central to ensuring the trustworthiness of the Archdiocese's information. It will be created once and will be available to be used confidently for different purposes over time.</p>
4 Information will be shared	<p>Information will be created, collected, stored and managed with the view to promoting the sharing, collaboration and re-use of these assets.</p> <p>Accurate, reliable, timely and relevant information will be available to share with others who have an appropriate business requirement. The Archdiocese recognises that the more an information asset is used, the more its value increases. As such, the Archdiocese prefers to re-use and build on existing information rather than recreate or re-collect information.</p>
5 Information will be accessible	Subject to security and acceptable use policies and protocols, information assets will be accessible in appropriate formats. This availability will ensure that information delivers the greatest value to the Archdiocese.
6 Information will be protected and preserved	Information will be protected and preserved. It will be appropriately secured and protected from unauthorised access, use and disclosure.

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